


# Home Page Visibility



**ONLINE COMMUNICATION  
AND ACTIVATION**

Bannering

Be present there where the website visitors start their journey online on Delhaize.be or in the My Delhaize app.

- Fixed banner position during a fixed campaign period.
- Ideal display to tell something 'new' about the brand, product or to highlight a promotion or contest.
- Brand or Performance Display in native design.
- Guaranteed 100% Share-of-voice during a one week period.

**Duration**

1 week

**Media Booking**

6 weeks

**Nice to know**

- Fixed position on the most viewed page of the website and the app.
- Adblock free
- Native design
- 100% responsive design
- Choice between a Performance Display or a Brand Display
- Creative components to be provided by the client

**Post reporting**

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

- KPI 1 - # Impressions
- KPI 2 - # ROAS

**Sample pictures**

## OBJECTIVES

